

THE  
STORE  
THAT  
SAVES  
YOU  
MONEY

# EASTER GREETING

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MONEY

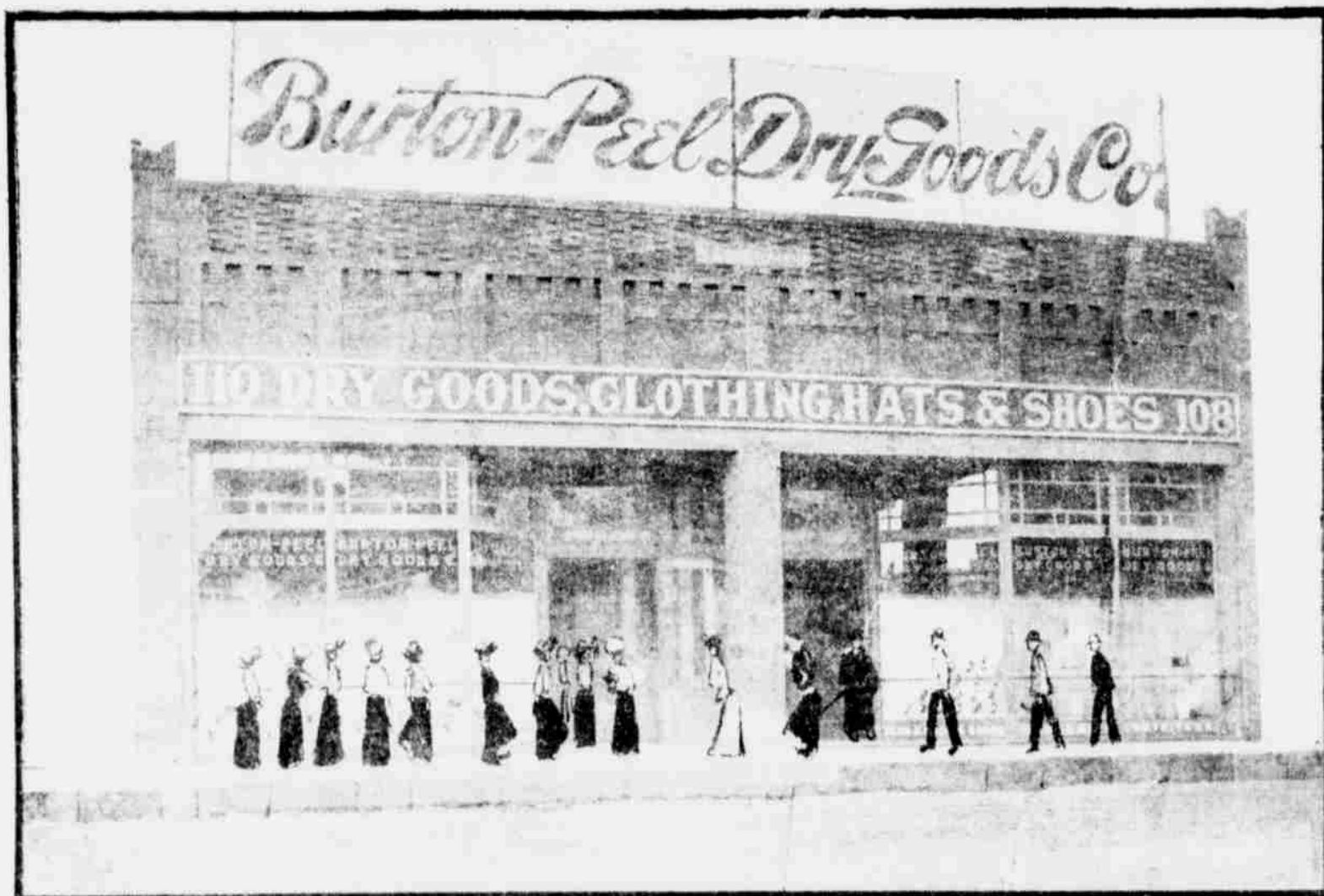
**O**UR PRESIDENT, Mr. W. G. Burton, christened and launched THE BIG STORE on the mercantile sea of the Indian Territory, September 22nd., 1901, and she has ever floated serenely being manned by courteous salespeople. He felt assured that it would make the port and bombard high prices till victory crowned their efforts and the name of "BURTON-PEEL" would be in every household of the Indian Territory as "THE STORE THAT SAVES THEM MONEY." We assure you that it will ever be our aim to please, and to give you what you buy. Remember we back every article with our personal guarantee to be as represented or YOUR MONEY BACK. We feel grateful to the people of Ardmore and the Indian Territory for their support in building THE BURTON-PEEL DRY GOODS CO. to its present immensity. .. ..

FOLLOW THE CROWD WHEN YOU WANT

**Dry Goods, Clothing, Shoes, Millinery, Notions, Dress Making**

TO BURTON-PEEL DRY GOODS COMPANY

Septemb'r  
22  
1901



April  
23  
1905

**Shopping Made Easy and You the Winner when You Become a Customer of the  
BIG STORE OF THE BURTON-PEEL DRY GOODS COMPANY**

You are the winner, for there is a saving to you of from 10 to 50 per cent. Our facilities for buying are the greatest of any concern in Indian Territory for two great reasons. First, we have our buyer, MR. W. W. PEEL, shopping the great factories of the East 312 days in each year, and with his years of experience as a buyer—and being a textile expert—qualifies him to know when to buy and what to buy. Second, always mingling in the whirl of fashion and seeing every new thing, gives the BURTON-PEEL DRY GOODS CO. first chance at the new things. Mr. Peel picks them up and sends them to us, hence never fear but what you get that which is new and up-to-the-minute. Join the great throng who visit the Big Store daily where "shopping is a pleasure"

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**Burton-Peel Dry Goods Co.**  
STAMPED ON AN ARTICLE GUARANTEES STANDARD OF MERIT

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